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Attorney Docket No. 40116/06801 (A - 68678)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventor(s) : Allan et al.  
Serial No. : 09/653,767  
Filing Date : September 1, 2000  
For : Frame-Based Advertising Service With Response And  
Activity Reporting  
Group Art Unit : 3629  
Confirmation No. : 6140  
Examiner : Jonathan P. Ouellette

Mail Stop: RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT WITH RCE**

In response to the Final Office Action mailed November 21, 2006 and in support of the Request For Continued Examination submitted herewith in the above-identified application, please enter the following amendments and consider the following remarks. Support for the claim amendments may be found at least in pages 17, 18 and 33 of the specification.